

Success stories



“Charolais infused cattle are ideally suited to most premium short fed markets that the Australian feedlot sector supplies. There is a very high demand for this type of cattle.”

- James Maclean
Allied Beef
Toowoomba, Queensland

James Maclean heads Allied Beef, a new company forging ahead in the beef industry. A large part of their business is focused on quality Charolais cross cattle. Allied Beef is a backgrounding operation for feedlots in southern Queensland and northern New South Wales, essentially as a supply chain production, management and marketing company. Allied Beef is based in Toowoomba and has the current capacity to background about 25,000 cattle. Mr Maclean has many years experience in the beef industry, including jobs as supply chain co-ordinator for the Meat and Livestock Authority and commercial manager for agent, Mort and Co.



“Charolais are the best terminal sires of the lot. They add that extra bit of yield and growth while also being a bit softer than most others. They’re a nicely conformed article – a good type of beast.”

- Greg Upton
Walcha, New South Wales

Greg and Beth Upton run 3238 hectares of pasture-improved country on the high rainfall reaches of the New England, south-east of Walcha. They are striving for the elusive ‘beast to the acre’ stocking rate and are using fescue pastures to achieve it, while currently running 6000 head, including 650 breeders. The Uptons buy eight to ten month-old steers from autumn weaner sales - mostly from Queensland, the North Coast and New England – and then turn them off 12 months later into the EU-market at 600 to 700 kilograms. Mr Upton said his preference for maximum weight gain were British-bred steers or British-bred/Charolais-cross cattle.



“28 years ago when I was first appointed Manager of Ashwood Park, Harold Seeley the principal said to me if you ever find a breed better than Charolais buy them. We have tried most breeds, but still continue to breed the Charolais. There is no other breed that returns the money.”

- Duncan Newcomen
Ashwood Park
Yea, Victoria

Duncan Newcomen is the Manager of Ashwood Park, a large stud and commercial operation located at Yea in north eastern Victoria. Ashwood Park consistently tops the Yea weaner Sales each Spring, this year the Autumn drop Charolais Cross commercial steers, estimated 375kg, \$740 (\$1.97/kg), the heifer portion, estimated 350kg, \$705 (\$2.01/kg).



“The comments we receive are that the people who buy our cattle get the result they’re after inside 12 months. The Charolais-cross have great weight for age and produce a soft calf.”

- Bill Stacy
Singleton, New South Wales

The Stacy family operate “Myrallie” at Singleton in the NSW Hunter Valley. They traditionally produced 280 to 300 kilogram eight to nine month-old vealers, but in the early 1990’s they went on the hunt for something more profitable. They trailed several breeds over a 12 month period and found the final choice was simple. Bill Stacy said that the Charolais just stood out for their growth. Bill and Robyn Stacy now join Hereford females to Charolais bulls. They sell three to four pens of 14 to 18 month old steers through the in town and people wait for the cattle.